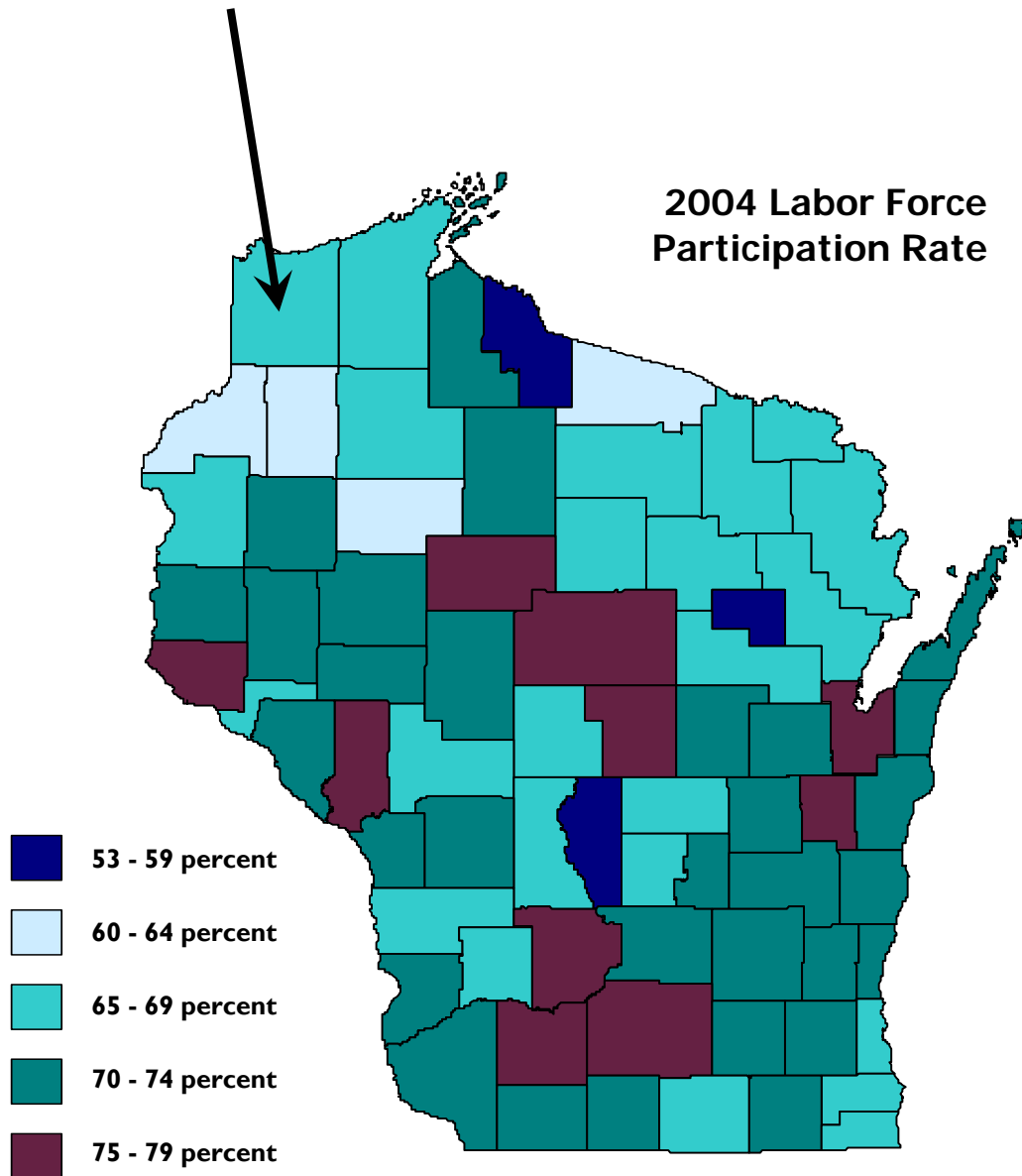


Douglas County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

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County Population and Labor Force

The most populated county in the northwest region, Douglas County, added only 583 residents since 2000. The change of 1.3 percent since April 2000 was 10th slowest among Wisconsin's 72 counties and lagged increases in both the state and nation. The county population increased from 43,287 to 43,870 from both natural causes, 257 more births than deaths, and migration, a net gain of 326 individuals. While the increase from migration was the smallest in the northwest area Douglas was one of only two counties in the region that added population from natural increases.

The town and village of Superior gained the most residents since 2000 while the county's largest municipality, the City of Superior, lost residents. Only two other municipalities, of the 22 in the county, lost residents since 2000.

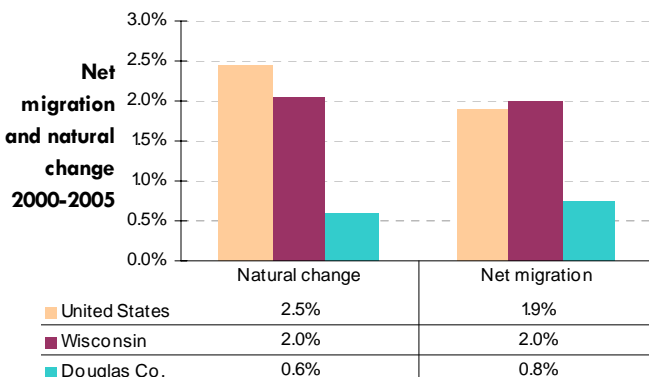
With only minor changes in population from births and migration means that the shifts in demographics are from residents growing older. In 2005, roughly 23 percent of the labor force age population (those 16 yrs. and older) was aged 60 years or over. By 2020 that increases to over 31 percent.

Since the labor force is a sum of factors that relate to the local population and among those factors is that the elderly population has a much lower participation rate than those middle-aged then an increase in elderly population will result in a lower labor force participation rate and a smaller labor force. Even though the number of residents aged 16 years and over is increasing in Douglas County, the number of residents aged 16-24 years is projected to

Five largest municipalities in Douglas County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Douglas County	43,287	43,870	583	1.3%
Superior, City	27,368	27,249	-119	-0.4%
Superior, Town	2,058	2,213	155	7.5%
Parkland, Town	1,240	1,273	33	2.7%
Oakland, Town	1,144	1,213	69	6.0%
Amnicon, Town	1,074	1,111	37	3.4%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



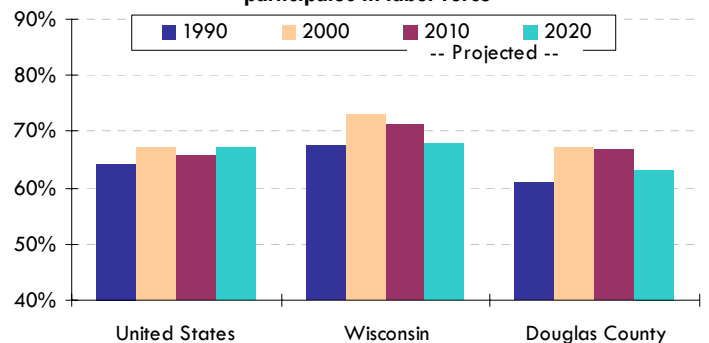
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Population and Labor Force

	United States	Wisconsin	Douglas County
Total population in 2000	281,424,602	5,363,715	43,287
Population est. Jan. 1, 2005	295,160,302	5,580,757	43,870
Change	13,735,700	217,042	583
% change	4.9%	4.0%	1.3%
2005 Labor force population*	224,837,000	4,339,938	34,839
Share of total population	76.2%	78%	79.4%
Labor force	147,125,000	3,071,179	23,235
Labor force participation rate	65.4%	70.8%	66.7%
2005 Population 16 yrs. & over	228,621,674	4,417,313	35,407
16-24 yrs old	37,489,370	743,764	5,929
Share of population 16+ yrs	16.4%	16.8%	16.7%
25-59 yrs old	142,248,896	2,708,865	21,272
Share of population 16+ yrs	62.2%	61.3%	60.1%
60 yrs and older	48,883,408	964,684	8,205
Share of population 16+ yrs	21.4%	21.8%	23.2%
Projected population: 2020	335,804,546	6,110,878	46,281
Population 16 yrs. & over	264,085,104	4,869,573	37,478
16-24 yrs old	37,918,865	681,586	4,449
Share of population 16+ yrs	14.4%	14.0%	11.9%
25-59 yrs old	150,678,402	2,756,884	21,335
Share of population 16+ yrs	57.1%	56.6%	56.9%
60 yrs and older	75,487,837	1,431,103	11,694
Share of population 16+ yrs	28.6%	29.4%	31.2%

* civilian population 16 yrs. and older not in an institution

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

decline while the number of residents aged 25-59 years, the years of highest participation will increase only slightly. There is a (small) possibility that the current labor force participation rate of 66.7 percent will increase slightly as baby-boomers choose to remain in the workforce instead of retiring early, but that increase will be short-lived. At best there would be no change from the current labor force size, but more probable is a labor force smaller than today's.

Revised Labor Force

The labor force estimate for 2004 included 23,235 participants, a high-water mark for the county. Even though the labor force is at its highest, the number of employed in 2004 was fewer than in 1998 as is the number of unemployed. Over the 15-year period, the number of employed in the county increased by 3,788 residents while the number of unemployed has changed very little.

All labor force estimates published from 1990 to 2004 have been revised. The more recent years reflect trends revealed during Census 2000 while the 1990s were updated to include changes from 1990 to 2000 but are still based on ratios from the 1990 census.

The most significant change in the Douglas County labor force occurred in the early 1990s with an increase of 1,500 in the number of residents with jobs. This increase corresponds with job growth among county trade and services employers and more-than-likely reflects the increase in residents who travel into Minnesota for jobs. The additional employment possibilities encouraged greater labor force participation and helped to change the labor force participation rate from 60.8 percent in 1990 to 67.4 percent in 2000.

Douglas County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	19,447	18,340	1,107	5.7%
1991	20,223	18,816	1,407	7.0%
1992	20,983	19,337	1,646	7.8%
1993	21,199	19,721	1,478	7.0%
1994	21,712	20,204	1,508	6.9%
1995	22,185	20,895	1,290	5.8%
1996	22,695	21,479	1,216	5.4%
1997	22,988	21,835	1,153	5.0%
1998	23,163	22,090	1,073	4.6%
1999	22,820	21,873	947	4.1%
2000	22,803	21,836	967	4.2%
2001	22,738	21,627	1,111	4.9%
2002	22,944	21,599	1,345	5.9%
2003	23,190	21,775	1,415	6.1%
2004	23,235	21,907	1,328	5.7%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

One of the most significant changes in employment that occurred during the last two decades was the shift from goods-producing to service-providing jobs. In tandem with this shift was the increase in demand for professional and technical workers employed in the high-skill services industries and the aggregation of these jobs in larger metropolitan areas.

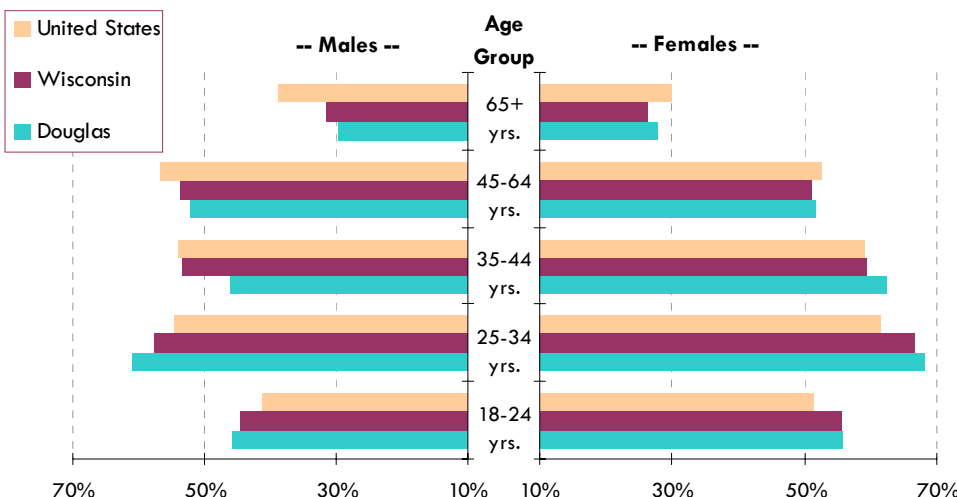
Much of the job growth in high-skilled service jobs occurred

in larger metropolitan areas while expansion in more rural economies produced lower-skilled service jobs and goods-producing jobs. The main exception in rural areas was job growth in health care and education, two industries with female-dominated professional and technical occupations. For most counties in Wisconsin, including Douglas County, this helps to explain why there is a greater proportion of females in each age group with post-secondary education than males.

Another change occurring with employers, especially those from the goods-producing sector, was the shift from employer-trained workers to institution-trained workers. In general, many workers over 45 years old entered jobs, primarily in production, without a post-secondary education but workers today, especially in the younger age groups, often attend vocational classes before being hired.

Douglas County also has a higher share of younger residents with post-secondary education because of the campuses located in Superior.

Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

Douglas County has a long history as a transportation hub and a closer look at the employment and wage data reinforces that distinction. In the tables on this page, transportation is included in a super-sector with trade and utilities. The sector is unique in the county for wages that exceed the industry average in the state and its concentration of jobs. A more detailed look at wages reveals that average annual wages for just transportation were \$38,071 for 1,350 workers; and in 2004, 8.8 percent of all jobs in the county were in transportation, the second highest share among the state's 72 counties and three times the state average. However, this dataset, based on payroll reports for Wisconsin's Unemployment Insurance law, does not include the many railroad jobs in the county. Even with those jobs Buffalo County would still have a higher share of transportation jobs.

Combining the transportation industry group with utilities and a large wholesale and retail trade sector, make the super-sector the largest in the county both in terms of jobs and payroll even after the loss of 78 jobs in 2004.

Overall, jobs in the county were fewer in 2004 than in 2003 as some sectors showed significant reductions. Of note is the loss of 160 jobs in information that resulted from business

Average Annual Wage by Industry Division in 2004

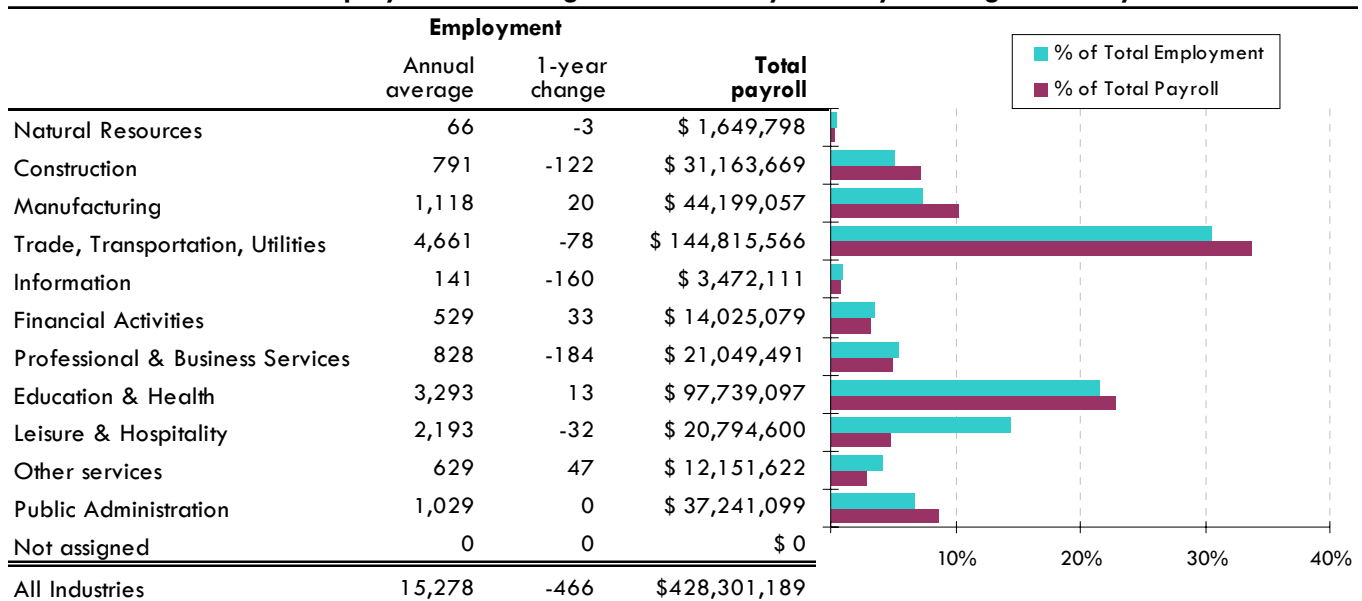
	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Douglas County	Wisconsin	% change
All Industries	\$ 34,749	\$ 28,034	80.7%	2.3%
Natural resources	\$ 27,399	\$ 24,997	91.2%	1.7%
Construction	\$ 41,258	\$ 39,398	95.5%	0.1%
Manufacturing	\$ 44,145	\$ 39,534	89.6%	1.8%
Trade, Transportation, Utilities	\$ 30,088	\$ 31,070	103.3%	0.9%
Information	\$ 41,759	\$ 24,625	59.0%	-26.0%
Financial activities	\$ 45,103	\$ 26,512	58.8%	1.0%
Professional & Business Services	\$ 39,580	\$ 25,422	64.2%	18.1%
Education & Health	\$ 36,408	\$ 29,681	81.5%	3.6%
Leisure & Hospitality	\$ 12,295	\$ 9,482	77.1%	0.6%
Other services	\$ 20,207	\$ 19,319	95.6%	14.2%
Public Administration	\$ 36,347	\$ 36,192	99.6%	4.6%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

transfers and closures. The greatest job loss, however, occurred in professional and business services. This sector includes telemarketing firms and in 2004 the county experienced reductions in this industry. In addition to telemarketing the sector also includes temporary help agencies.

In spite of job losses, or perhaps because of them, the annual average wage in the county increased 2.3 percent over the year. Often when layoffs occur, they affect the least senior employee who receives lower wages.

2004 employment and wage distribution by industry in Douglas County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Employers in Douglas County

Establishment	Product or Service	Size (Dec. 2004)
School District of Superior	Elementary & secondary schools	500-999 employees
University of Wisconsin- Superior	Colleges & universities	250-499 employees
Halvor Lines Inc	Gen. freight trucking, long-dist, truckload	250-499 employees
City of Superior	Executive & legislative offices, combined	250-499 employees
County of Douglas	Executive & legislative offices, combined	250-499 employees
School District of Maple	Elementary & secondary schools	100-249 employees
Jeff Foster Trucking Inc	Gen. freight trucking, long-dist, truckload	100-249 employees
Wal-Mart Associates Inc	Discount department stores	100-249 employees
St Francis Home in the Park	Nursing care facilities	100-249 employees
Murphy Oil USA Inc	Petroleum refineries	100-249 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Douglas County

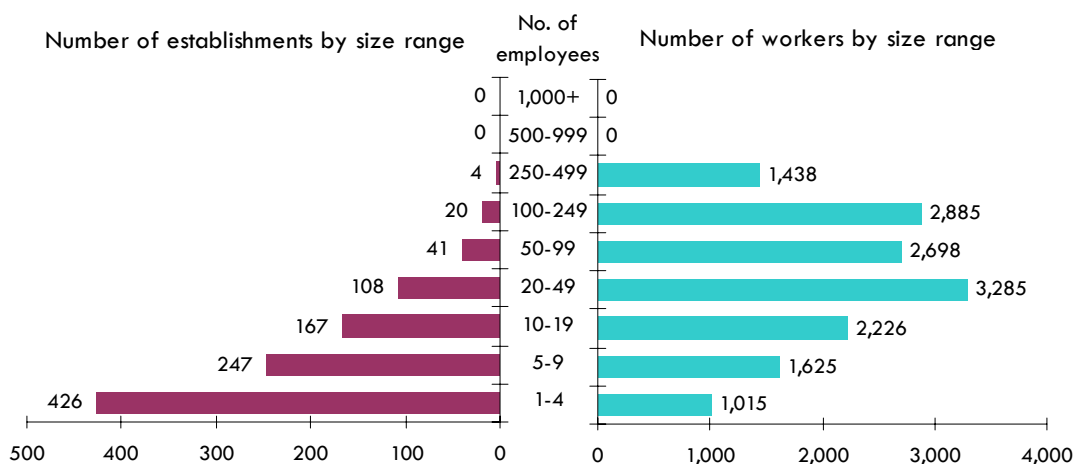
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Educational services	7	1,775	10	-47
Food services and drinking places	129	1,601	-35	111
Truck transportation	29	984	-78	176
Executive, legislative, & gen government	24	716	-4	-60
Ambulatory health care services	36	591	-13	88
Nursing and residential care facilities	10	589	-9	-109
General merchandise stores	7	498	2	11
Merchant wholesalers, nondurable goods	21	439	14	-126
Food and beverage stores	19	438	-76	-27
Specialty trade contractors	56	402	-7	18

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Douglas County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

The significance of the transportation industry is reinforced by the inclusion of two transportation employers on the list of the county's largest and truck transportation on the prominent industry group list. If railroads were added to the dataset, then the lists would also include Burlington-Northern-Sante Fe and railroad transportation.

The industry group with the most jobs, however, is education which includes both private and public facilities. The industry includes only seven employers, three of them among the county's largest, with an average of 254 workers per establishment. Education is part of the much larger super-sector that also includes health services. Two industry groups, ambulatory health care and nursing facilities, appear on the prominent industry list.

The second largest industry group, food services and drinking places, has many more smaller employers who together provide over 1,600 jobs in the county. The average here is 12 workers per establishment.

The overall average in the county is 13 workers per establishment. Nearly 85 percent of the employers in the county have fewer than 20 workers and provide 32 percent of all jobs, while roughly 2 percent, have more than 100 workers and provide 29 percent of the jobs.

Per Capita Personal Income

The per capita personal income (PCPI) in 2003 in Douglas County of \$23,568 ranked 53rd highest among Wisconsin's 72 counties and was well below the Wisconsin PCPI of \$30,685. In the last year PCPI increased 1.6 percent much slower than increases in the state and nation. Even an increase of 15.3 percent since 1998 ranked 60th in the state and lagged changes of 17.2 percent in Wisconsin and 17.1 percent in the nation.

The per capita personal income report from the US Dept. of Commerce, Bureau of Economic Analysis, includes wages and salaries from job-holders, self-employed, proprietorships, and farmers. It also includes income from dividends, interest and rent; and income from transfer payments like social security, Medicaid, unemployment insurance, veteran's benefits, and welfare. The total of all these sources of income is divided by the total population to arrive at the per capita personal income.

Factors such as a higher share of residents without income (generally children), or residents on a fixed income (generally the elderly) can lower the PCPI. Another factor that heavily influences PCPI is net earnings, which comprise 70 percent of total personal income in the state and 65 percent in Douglas County. Net earnings include income from wages and salaries, including supplements, self-employment, proprietorships and an adjustment for wages earned by residents who commute to jobs in other counties. In Douglas County in 2003, that adjustment added \$71,332,000, or 11 percent of the total personal income of \$1,035,179,000.

Even though income from residency adjustment declined in 2003, total personal income increased 2.1 percent from 2002 and 17.4 percent from 1998. The increase in total county income lagged one- and five-year changes in both Wisconsin and the United States.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Wausara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005